

selecting at least one receiver specific benefit datum to output by processing said generally applicable information in accordance with at least a first one of said plurality of recommendation control signals;

outputting said selected at least one receiver specific benefit datum in a series of times of specific relevance in response to at least a second one of said plurality of recommendation control signals; and

producing said some of said receiver specific recommendation at a specific video location at said video monitor during a first of said series of times of specific relevance.

**Please cancel claims 22 to ~~76~~.**

## **II. REMARKS**

Applicants submit the foregoing claim amendments and cancellations for the purpose of expediting prosecution of the instant application. The amendments introduce no new matter.

Claims 2, 5, 9, 11-12, 16 & 18-20 have been amended to recite “at least one” and “at least two,” for occurrences of “one” and “two” to clarify that the claimed invention is not limited to just “one” or “two” of the recited components. No new matter is added by these amendments.

Claims 5 & 9 have been amended to replace the term “contain” (or its variants) with the more conventional transitional term “include” (or its variants). No new matter is added by these amendments.

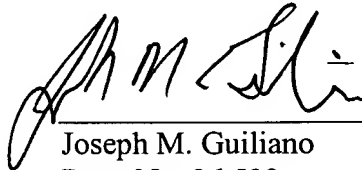
### III. CONCLUSION

Applicants respectfully request consideration of the foregoing amendments and allowance of the instant application.

If the Examiner has any remaining informalities to be addressed, it is believed that prosecution can be expedited by the Examiner contacting the undersigned attorney for a telephone interview to discuss resolution of such informalities.

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Respectfully submitted,



**FISH & NEAVE**  
1251 Avenue of the Americas  
New York, New York 10020

Joseph M. Guiliano  
Reg. No. 36,539  
Phone No. 212-596-9000  
Fax No. 212-596-9090

## **Appendix A**

### **Applicants' Marked-Up Claim Language**

2. **(Twice Amended)** A method of processing signals at a receiver station based on at least one information transmission, the method comprising the steps of:

- (a) receiving some information content and a first control signal in said at least one information transmission, said information content describing at least one of a product and a service;
- (b) generating a benefit datum by processing subscriber data in response to said first control signal;
- (c) delivering said information content and said benefit datum at an output device at said receiver station;
- (d) inputting a subscriber reaction to at least one of said delivered information content and said delivered benefit datum;
- (e) generating a second control signal that controls said receiver station based on said inputted subscriber reaction; and
- (f) controlling said receiver station based on said inputted subscriber reaction.

3. **(Unchanged)** The method of claim 2, further comprising the step of storing said subscriber datum at a computer at said receiver station, said subscriber datum being an investment datum.

4. **(Unchanged)** The method of claim 2, further comprising the step of programming said computer to respond to said control signal.

5. **(Twice Amended)** A method of communicating subscriber specific data of a subscriber from a subscriber station of said subscriber to at least one remote station, said method comprising the steps of:

- (1) storing subscriber data of said subscriber at said subscriber station;

(2) receiving at said subscriber station at least one instruct signal which is effective to generate a control signal based on a subscriber reaction of said subscriber to at least one of a recommendation and an offer, each of said at least one of said recommendation and said offer [containing] including a receiver specific benefit datum;

(3) generating, under direction of instructions of said at least one instruct signal, at said subscriber station, said subscriber specific data;

(4) receiving said subscriber reaction to said at least one of said recommendation and said offer at said subscriber station;

(5) transferring said subscriber specific data from said subscriber station to said at least one remote station based on said step of receiving said subscriber reaction.

6. **(Cancelled.)**

7. **(Cancelled.)**

8. **(Cancelled.)**

9. **(Twice Amended)** A method of controlling at least one of a plurality of receiver stations each of which includes one of a broadcast receiver and a cablecast receiver, at least one processor, a signal detector, said signal detector adapted to detect signals within one of a broadcast transmission and a cablecast transmission, and said at least one processor programmed to respond to said signals, said method of controlling comprising the steps of:

(1) receiving at one of a broadcast transmitter station and a cablecast transmitter station an instruct signal which is effective at said at least one of said plurality of receiver stations to generate a first control signal based on a subscriber reaction to at

least one of a recommendation and an offer, each of said at least one of said recommendation and said offer [containing] including a receiver specific benefit datum;

(2) transferring said instruct signal from said transmitter station to a transmitter;

(3) receiving at least one second control signal at said transmitter station, said second control signal addressing said instruct signal to said processor of said at least one of said plurality of receiver stations; and

(4) transferring said at least one second control signal from said transmitter station to said transmitter, said transmitter station doing one of broadcasting and cablecasting said instruct signal and said at least one second control signal to said at least one of said plurality of receiver stations.

10. (Unchanged) The method of claim 9, wherein at least one of said instruct signal and said second control signal is embedded in the non-visible portion of a television signal.

11. **(Twice Amended)** The method of claim 9, wherein said at least one second control signal identifies at least two of said plurality of receiver stations asynchronously and each of said at least two receiver stations receive and respond to said instruct signal asynchronously.

12. **(Twice Amended)** The method of claim 9, wherein a switch communicates signals selectively between a transmitter station receiver and at least one of a memory and a recorder, and said transmitter, said method further comprising detecting a third control signal which is effective at the transmitter station to cause communication.

13. (Unchanged) The method of claim 9, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising detecting a third control signal which is effective at the transmitter station to cause transmission.

14. (Unchanged) The method of claim 9, further comprising transmitting to a receiver station at least one datum that designates a time of transmission of said instruct signal.

15. **(Cancelled.)**

16. **(Twice Amended)** The method of claim 9, wherein said at least one of said plurality of receiver stations [does] at least one of detects the presence of said at least one second control signal and responds to said instruct signal on the basis of a signal location in an information transmission, said method further comprising the step of causing at least some of at least one of said at least one second control signal and said instruct signal to be transmitted in said location.

17. **(Cancelled.)**

18. **(Twice Amended)** A method of processing signals at a receiver station based on one of at least one broadcast transmission and at least one cablecast transmission, the method comprising the steps of:

(a) receiving a first control signal and at least one of video and audio in said transmission;

(b) generating information by processing subscriber data in response to said first control signal;

- (c) delivering said at least one of video and audio at an output device at said receiver station;
- (d) inputting a subscriber response to said delivered at least one of video and audio;
- (e) generating a second control signal based on said inputted subscriber response and said generated information; and
- (f) controlling said receiver station in accordance with said second control signal.

19. **(Amended)** The method of claim 5, wherein each of said at least one of said recommendation and said offer is transmitted from a transmitter to said subscriber station and is specific to said transmitter.

20. **(Amended)** The method of claim 5, wherein each of said at least one of said recommendation and said offer is transmitted to said subscriber station in one of a broadcast transmission and a cablecast transmission and is specific to said one of said broadcast transmission and said cablecast transmission.

21. **(Unchanged)** A method of delivering a receiver specific recommendation at a video receiver station including:

receiving at least one information transmission at said video receiver station, said information transmission including generally applicable information and a plurality of recommendation control signals, said generally applicable information including (1) some of said receiver specific recommendation and (2) video to serve as a basis on which to present said some of said receiver specific recommendation, at least said plurality of recommendation control signals being received from at least one remote transmitter station;



storing at least some of said generally applicable information and said plurality of recommendation control signals at said video receiver station;

outputting said video at a video monitor;

selecting at least one receiver specific benefit datum to output by processing said generally applicable information in accordance with at least a first one of said plurality of recommendation control signals;

outputting said selected at least one receiver specific benefit datum in a series of times of specific relevance in response to at least a second one of said plurality of recommendation control signals; and

producing said some of said receiver specific recommendation at a specific video location at said video monitor during a first of said series of times of specific relevance.

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